

LESIBANE MOHALE

Integrated Creative Director

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PROFESSIONAL SUMMARY

Award-winning Creative Director with over 20 years' experience leading high-performing teams and delivering integrated marketing campaigns across FMCG, financial services, entertainment, telecommunications and social impact. Proven track record of transforming business objectives into big idea platforms that drive commercial growth and brand fame across local, regional and global markets. Experienced in leading work from strategy through to execution across advertising, digital, social, experiential and shopper marketing.

CORE SKILLS

Creative Direction · Concept Development · Integrated Campaign Development · Content Strategy · Copywriting · Experiential Marketing · Digital Marketing · Social-First Content · ATL · BTL · AI Business Development · Senior Client Leadership · Creative Leadership · Client Management Shopper Marketing · Creative Operations · Client & Stakeholder Management · Project Management ·

KEY CAREER HIGHLIGHTS

- 20 years of agency experience leading integrated campaigns for global brands in EMEA markets
- FMCG Campaign of the Year for Guinness Matchday at the 2025 Indie Awards
- Built a multidisciplinary team of 20 people including copywriters, designers and production
- Grew agency revenue by 21% and maintained a pitch-win ratio of 60% YoY
- Contributed to +£1M worth of new business at RPM London through pitch wins
- Led Captain Morgan's first-ever pan-African integrated campaign (100% affinity, 100% engagement)
- Ranked 11th out of 5000 PR campaigns submitted globally for UNICEF - 2019 SABRE Awards
- Ogilvy HundredX Global Leadership Award for outstanding leadership

PROFESSIONAL EXPERIENCE

Creative Head | RPM | London, UK | Nov 2022 – Present (Contract/Freelance)

Joined RPM on a fixed-term contract as a Senior Creative and got promoted to Creative Head before continuing as a freelance creative across the Diageo Africa portfolio.

- Led the development of Captain Morgan's first-ever pan-African integrated campaign (81% Distinctiveness, 97% Appeal, 100% Affinity, 100% Engagement)
- Contributed to +£1M revenue through new business wins
- Created Guinness Matchday, a multi-market experiential football platform that's engaged +1M fans
- Launched Disney's The Bear Season 4 at food festivals across the UK
- FMCG Campaign of the Year (Indies, 2025) and Gold for Most Immersive Event (FMBE Awards, 2025)

Freelance Creative Director | Multiple UK Agencies | Jan 2025 – Present

Collaborating with leading agencies in London working across integrated, shopper and experiential campaigns for the UK and European market.

160over90 | London, UK | Apr 2025 – Present (Ongoing)

- Developed a B2B campaign toolkit for Visa and the 2026 FIFA World Cup
- Led a global experiential-led pitch for the 2028 Summer and 2030 Winter Olympics
- Ongoing creative relationship developing campaigns in sport and culture

Hey Human | London, UK | Jan 2025 – Present (Ongoing)

- Conceptualised Johnnie Walker Sounds of Summer, an ongoing activation platform that's reached 750,000+ consumers across major UK music festivals
- Re-launched Guinness Smooth in West Africa through experiential, OOH and retail
- Developed multi-market BTL and shopper messaging toolkit for Baileys and Guinness

Group Creative Director | **Ogilvy** | Accra, Ghana | Feb 2015 – Oct 2022

Led one of West Africa's most-awarded creative agencies while overseeing integrated creative delivery across local, regional and global clients across FMCG, financial services, telecoms and NGOs.

- Built and led a multidisciplinary creative department of 20 people across copywriting and design
- Oversaw creative output across 30+ brands across FMCG, banking, entertainment, telecoms and B2B
- Grew revenue by 21% and drove a pitch win ratio of 60% year-on-year
- Led the creative output for The Coca-Cola Company across 15+ markets in Africa
- Most awarded agency & Agency of the Year in Ghana (Ogilvy) – 2016 Gong Gong Awards

EARLIER CAREER

Creative Group Head - Geometry Global | Johannesburg, South Africa | Sept 2012 – Jan 2015

Senior Copywriter - TBWA Hunt Lascaris | Johannesburg, South Africa | Sept 2007 – Aug 2012

Copywriter – DDB | Johannesburg, South Africa | Sept 2005 – Aug 2007

Industry Contribution & Mentorship

Faculty Member & Lecturer - Accra International School of Advertising & Design | Jan 2017 – Sept 2018

EDUCATION & CERTIFICATIONS

Diploma in Advertising, Marketing & Communications (Distinction) – Varsity College

Strategy & Business Fundamentals Certificate - EMEA McKinsey Management Programme.

Effective Speaking & Presentation Certificate - Maurice Kerrigan

Digital Essentials Certificate - Ogilvy Digital Marketing Academy

Senior Matric Certificate (incl. English and Maths) – King Edward VII Secondary School